

USING A 3-STEP STRUCTURE

The 3 steps: Establish the problem, explain the solution, and show that it works.

When used successfully, these 3 steps add up to a powerful way to convince people of the value of something. Practice developing some sample copy with this structure.

"I am very busy all day and by the time I get home I don't want to cook or shop. But I want myself and my family to eat healthy."

- Potential Customer

Problem?

Solution?

Proof that it works?

You have a service that delivers home-cooked hot meals on a set schedule. **Develop a 3 step pitch.**

"I have a pile of receipts in my desk and I have to keep them sorted somehow for expense purposes. I am short on time."

- Potential Customer

Problem?

Solution?

Proof that it works?

Your product scans receipts and saves them as searchable data on any device. **Develop a 3 step pitch.**

"I update my site all the time. We do not have many new visits and are hesitant to run click ads without knowing why."

- Potential Customer

Problem?

Solution?

Proof that it works?

Your service directs high-quality traffic to underperforming websites. **Develop a 3 step pitch.**

Rearrange or reword the following pitch to follow the 3 step structure.

"You'll see from hundreds of testimonials, the Organizer 3000 offers a quick way to sort through mounds of paperwork. You're busy. The paperwork is piling up."
